AMERICAN RESCUE PLAN ACT (ARPA) 2ND ROUND APPLICATION
DUE DATE APRIL 1, 2022

PART 1: CONTACT INFORMATION

Name(s) Lisa Mullinax

Committee or Organization (if applicable)

Museum and Archives Committee of the Ardens, Lisa Mullinax, Chair

Cell Phone   **(**443) 406 0314   **Other Phone** (302) 529-7399

Email(s) lisa@fernwoodassociates.com; archives@arden.delaware.gov

Contact Address(es)

Lisa Mullinax, 2103 Millers Road, Arden, DE 19810

Arden Craft Shop Museum, 1807 Millers Road, Arden, DE 19810

PART 2: PROPOSAL DESCRIPTION

Project Title: Upgrade and Improve the Online (web) presence of the Arden Craft Shop Museum (ASCM) to enable us to fulfill our Mission.

Project Summary: The Arden Craft Shop Museum is seeking $15,000 to significantly upgrade our web site by developing a modern, more interactive web site in support of our Mission. During the height of the Covid pandemic, our museum was closed for almost 5 months and when we reopened, it was with all the necessary restrictions and requirements to maintain safe public gathering practices. The ACSM occupies a unique space in the Ardens. Our Mission is to tell the story of our community. We do this by collecting, preserving, and exhibiting material and artifacts relating to our history as a single-tax community, including the importance the arts, theater, and craftsmanship have had in creating the distinctive character of our village.

Full Project Description:

The ACSM is managed and maintained by a strong and dedicated group of volunteers with the help of a part-time curator.

We learned a great deal during the COVID Pandemic:

- We learned that unless we could open our doors, we had little way of connecting with the community we serve.
- We learned that our current technical capabilities are inadequate for our needs and very out-of-date.
- We learned that beyond posting a new image each day on our Facebook page and hanging a bag of free Walking Tours on the front door of the Museum, we had no way to reach the outside world when the Museum could not open.
- We found we were not able to welcome the visiting groups who come to learn about our community through talks and walking tours.
- We found we could not greet the large number of visitors we usually see on Arden Fair day, during Shakespeare, the Holiday Shop, and on other special occasions.
- We found we were not able to host a program for the campers in the ACRA Summer Program.
- We found we could not receive researchers who want to use our collections for their studies.

Most of all we have learned that the future of the ACSM will need to rely on our ability to easily pivot from our current operation of in-person and in-house experiences to a hybrid model that will need to include online exhibitions, educational programming, virtual tours, and additional interactive opportunities. Unfortunately, our current web site which was developed in 2014 is unable to support future needs.

PART 3: PROJECT ADMINISTRATION

Project Administrator(s)

Name: Lisa Mullinax

Title: Chair, Museum and Archives Committee of the Ardens

Email: lisa@fernwoodassociates.com; archives@arden.delaware.gov

Phone: Mobile: (443) 406-0314; Home: (302) 529-7399

Estimated start date	**Estimated end date**
July 1, 2022	October 31, 2022

VILLAGE OF ARDEN AMERICAN RESCUE PLAN APPLICATION

PART 4: PROJECT COSTS

NOTE: A COPY OF THE REQUEST FOR PROPOSAL THAT WAS DISTRIBUTED TO SIX WEB DESIGN FIRMS IS INCLUDED AT THE END OF THIS DOCUMENT ALONG WITH THE THREE BIDS THAT WERE RECEIVED**

Bid #1

Name of Contractor: Rob Whitehead

Estimated Cost: $10,000 (does not include video)

Pros & Cons of this Bid

Lives in Arden and understands the unique aspects of the community and works with Arden volunteers now on the town web site and the Buzz web site. May need to subcontract the interactive walking tour map component of our RFP.

Bid #2

Name of Contractor: Catalyst Visuals, LLC (Mike O'Brian)

Estimated Cost: $9,900 Web Site; $1,120 -$1,620 -Video Production

Pros & Cons of this Bid

Has developed web sites for several area non-profit organizations and would have ideas from past projects that might be applicable to ACSM. Has no personal connection to Arden which may require more time on the front end to educate them.

Bid #3

Name of Contractor: Pennant

Estimated Cost: $10,000 Web Site; $5,000 Video Production

Pros & Cons of this Bid

This firm was recommended by a member of the ACSM Committee with firsthand knowledge of their work. A volunteer had a call with them to discuss the project and to hear their approach to this type of project.

PART 5: CONFLICT OF INTEREST

Please describe any potential conflict of interest here for the Project Administrators or the Contractors of this project. For more information use this link to Arden's Conflict of Interest Policy:
https://arden.delaware.gov/wp- content/arden_docs/ConflictOfInterestPolicy.pdf

We do not anticipate any conflict of interest.

PART 6: SUBMISSION

Attached is the RFP that was sent to six web design firms to solicit bids. Three firms responded. Those three proposals are included here as well.

REQUEST FOR PROPOSAL
ARDEN CRAFT SHOP MUSEUM WEB SITE PROJECT

The Arden Craft Shop Museum, ACSM, is seeking bids from qualified, budget friendly firms to perform a website redesign in support of our Mission "to collect and exhibit materials and artifacts related to the Ardens, which include the villages of Arden, Ardentown, and Ardencroft. The Arden Craft Shop Museum seeks to educate the community on the Ardens' history as single-tax communities in addition to how the roles of theater, craftsmanship, art, and other aspects of life have affected the development of the Ardens as a close-knit community."

As a small non-profit museum with limited financial resources, we are applying for a $15,000 grant from the American Rescue Plan Act, ARPA, to pay for this initiative. Covid has taught us that the future of the Arden Craft Shop Museum will rely heavily on our ability to pivot from our standard operating procedure of in-person education to a hybrid model that includes online exhibits, educational programming, virtual tours, and other interactive functions.

This Request for Proposals is to solicit a vendor partner with the skills, experience, and vision to support this effort within our limited budget should we be awarded the ARPA grant.

Included in this RFP is the following information:

- Organizational Overview and Project Goals
- Overview of the Existing Website
- Desired Functionality and Technical Requirements
- Proposal Format and Submission Deadline

Organizational Overview and Project Goals

ACSM is a 501c (3) organization guided by a Board of Directors and managed by a Committee of dedicated volunteers from the Ardens. ACSM employs a part-time curator & archivist responsible for maintaining the integrity of the collection.

We are seeking to create a modern, interactive website that can support digital content including photos, videos, maps, and voice recordings of interviews with town historians. Our goal is to establish the ACSM website as a resource for information about the history of the Ardens, serving as a tool that compliments the in-person experience of a visit to the museum for local patrons and can also be a standalone resource for virtual patrons who may never have the opportunity to visit in-person.

Our goal is to reproduce the majority of content on the current site and enhance our ability to use the site as an educational platform with videos, online exhibits, voice recordings, and other interactive technology that is compatible with cell phones (maybe even a free app).

Key to the success of this project is to ensure that ongoing costs to support the site (content management system, hosting, security, storage, etc.) is nominal and that updates can be performed by volunteers with limited technical expertise.

ABOUT THE ARDENS

The three Ardens, consisting of Arden, Ardentown, and Ardencroft, are Single Tax and Arts and Crafts communities. "Single Tax" is an economic theory originally proposed by Henry George, an American economist and philosopher in the late nineteenth-century. George felt that a land value tax was the most fair and equitable tax and felt that any income tax was unfair by nature. The Ardens were also founded on the ideals of William Morris, as an "Arts and Crafts" community. The Arts and Crafts movement was a reaction against the industrial revolution and valued hand-crafted goods and the incorporation of individualistic design.

Arden, the first community, was founded in 1900 by sculptor Frank Stephens and architect Will Price after an unsuccessful campaign to have all of Delaware switch to the Single Tax. Ardentown was founded in 1922, and Ardencroft in 1950. Each village operates as its own municipality, but all three continue to use the Single Tax. These communities still attract artists and craftspeople today and have many examples of American Arts and Crafts architecture.

Overview of the Existing Website

The website, ardencraftshopmuseum.com was first developed in 2011 in WordPress. The website and blog were rebuilt in 2014 using Weebly. Our photo gallery is in Air Table which we plan to keep (unless there is a compelling reason to change). We have 500mg of bandwidth hosted by GoDaddy and maintain a back-up using Carbonite.

The existing website consists of 11 pages on the main menu and 12 subpages:

About
- Staff and Volunteers
Blog
Visit
Calendar
Collection & Archives
- Finding Aids
- Photographic Collection
- Research Requests
- Theses about Arden
Current Exhibitions
Past Exhibitions
Support Us
- Ways to Give
--- Check or Credit Card
--- Appreciated Stock
--- Planned Giving
------Legacy Gifts

- Donate Objects
- Volunteer
Rentals
Store
Cart

There are also about 15 photos on the webpages (not including blog photos), a Google Calendar plug-in and a Google Maps plug-in.

Functionality and Technical Requirements (in no particular order):

- New website platform (WordPress – unless you recommend another user-friendly, cost-effective system)
- Ability for volunteers to easily add new pages, make updates to existing content and post new content (photos, Word or PDF docs, links, videos, audio, etc.)
- Ability to add various plug-ins to the site
- Ability to securely accept donations and sell merchandise online (currently use Paypal)
- Upload digital files that open quickly and perform well when users choose to view them
- Support 3D or other types of videos for virtual tours or educational programming
- Support online exhibits consisting of photos, video, and audio files
- Support past blog posts and ability to create new ones
- Provide a seamless link to Air Table for visitors to access our photo gallery (help us consider improvements to how our gallery displays, if possible)
- Possibly create searchable finding aids (currently PDF documents) and other searchable documents
- Create an area for audio interview files with town historians with text translation documents

    ### Additional Functions Desired (price separately, if needed)
- Responsive mobile site and/or develop a mobile app
- Create interactive walking maps that can be followed on a cell phone with pop-up information about each site (we currently have paper maps for walking tours)
- Develop a 3D virtual tour of the museum
- Produce short videos of exhibits
- We are open to suggestions for additional technology to consider

Response Due Date is 4/12/22

Email Your Questions and Submission to: Vicki.Scott001@gmail.com

*The ARPA grant proposal is due 4/15/22. We ask that your preliminary response to this RFP be no more than 3 pages in length and address our immediate needs for improved functionality as listed. If we are awarded the ARPA grant, we will conduct a deeper evaluation of this project with selected vendors. We apologize for the timeline and appreciate your understanding.

Arden Craft Shop Museum Site Project

Rob Whitehead
2214 Little Lane
Arden

robwhitehead.com
302-377-7360

April 12, 2022
Project: remake the Arden Craft Shop Museum website and enhance the current functionality
Contact: Vicki Scott

Problem statement

I went over the site and pages several times and found that the site is overall dated in appearance. I initially noticed that the site's security should be HTTPS, but it is HTTP. A site security certificate can be purchased from GoDaddy to cover that aspect and requirement. The next thing that I found was that the site doesn't utilize the viewport (screen width of the computer). It looks like it was initially designed for a width of 1000 pixels, which was the standard back in the day.

The **YouTube** link/icon at the top right goes to your YouTube channel as expected but contains only seven videos from 8 years ago and four subscribers. This channel should be enhanced with ongoing talks to develop a following and sustain interest in what you offer.

The **Email** icon at the top goes to a Gmail account. Since you own the domain, why not have something like info@ardencraftshopmuseum.com instead of what's currently there?

The menu bar on the left side is taking up too much space and should be moved to the top so that a hero image (big) could be added, similar to what Pat did with the Arden Club website.

I noticed that many of the current links replace your site's page which is not a desirable experience. The link www.ardenclub.org should open in a brand new page or tab and not replace your existing page for the best user experience.

On the **Blog** page, you have many archived pages from 2014 to the present that would need to be reconnected to the new site.

Moving on to the **Calendar** page, it appears relatively empty with one or two entries per month, primarily meetings. Seems like a wasted page suitable for internal use but not for the public.

The **Current Exhibitions** page has a dated show that ended in October 2021. That should probably come down and be replaced with whatever is upcoming.

The **Rentals** page should include some photographs to make it more appealing.

While you state in the PDF that there are 11 pages in the main menu and 12 subpages, there are many linked pages that would need to be reconnected with the new proposed site, such as the '**HENRY GEORGE OFF FOR CONSERVATION**' page.

My solution

I would recommend going back to WordPress because it is a content management system. WordPress presents unique challenges like site security and the constant updates for plugins and themes. In terms of volunteers adding pages, making new posts, and dropping in PDFs or photos, the issue that I found with managing the ardenbuzz.com WordPress site and the arden.delaware.gov site is making updates presumes a little technical understanding of how WordPress works. Even simple things like creating a form or turning on commenting for a post can be daunting if you don't know the 'how.' The same for uploading videos would apply because you would need someone that understands video editing, codecs, and file sizes. Audio is the same deal as video for editing the files and using a WordPress plugin to showcase them.

I don't see any issues with preserving the Air Table database.

PayPal is pretty easy to configure in WordPress and on a regular HTML site.

The mobile app question can be addressed by using a Progressive Web App (PWA), which pulls the site into an app—considering that a mobile app development project costs could be in the range of $10-50K.

I'm not sure yet about the request for interactive walking maps because it would need to be connected to Google's API (application programming interface) with a lot of customization. I know that Larry Strange did walking tours previously.

The 3D virtual tour of the museum can be accomplished with one of the currently available 3D cameras and be then assembled in one of the current software programs like PT GUI, Matterport, or Metareal.

The images displayed on the site should all be checked for sizing, meaning they are all 72 pixels per inch and the correct width and height not to slow down the page load time.

Search Engine Optimization (SEO) would be put in with the Yoast plugin, which does a good job.

The new site would have to be done in a dev or sandbox environment to keep the existing site up and running. Then, the new site would be migrated over to its new home

when everything is approved.

I would provide mockups of design concepts before I would begin connecting everything.

The turnaround time would be 2-3 months, depending on what's involved and the sign-off of the work in progress.

I estimate the approximate costs to be between $8-10,000. It's too hard to pinpoint an exact number because there's always random stuff when you do a website.

About Me

I was a senior web designer for Bank of America for 16 years. I covered the main credit card website, auto loans pages, financial education pages, Merrill Lynch, and the internal Flagscape employee portal for a while. This was through a vast content management system called Teamsite. I taught web & graphic design at the Delaware College of Art & Design's continuing education program for 22 years. I managed the DCAD website for a year until they moved it to WordPress. I currently manage the arden.delaware.gov and ardenbuzz.com website for all IT requirements. Cecilia Vore is an excellent reference for me and my work ethic.

This music history site that I completed a couple of years ago now encompasses 1000 WordPress pages:
https://liveartists.net/

This site is for the unique photography of Peru, Bolivia, and Ecuador by Edmundo Morales:
https://andesbook.com/

This site is for psychologist Dr. Stephen Jackson:
https://thespacebetweenstars.com/

My WordPress site that's a curious mix of my travel photography all over the world combined with digital painting:
https://robwhitehead.com/

A yoga website for Kathleen Wright:
https://verynearyoga.net/

Another WordPress site created for a homebuilder in Massachusetts:
https://www.bscbuilders.com/

Greer Firestone's Rasputin book site:
https://greerfirestone.com/

Call me if anything I've written is unclear or if you have questions.

Thanks,

Rob

Catalyst Visuals, LLC
164 Christina Landing Drive
Wilmington, DE 19801

ADDRESS
Vicki Scott
Arden Craft Shop Museum, ACSM

PROPOSAL #	DATE	EXPIRATION DATE
3492	03/31/2022	04/07/2022

DATE	ACTIVITY	QTY	RATE	AMOUNT
	Website Development - Scope Of Services Project Description: Website Design & Development for The Arden Craft Shop Museum Domain: http://www.ardencraftshopmuseum.com/ Estimated Design & Programming Billable Hours: 65-85. Brief Overview: Semi-custom professional website that includes: - Custom Graphics, fonts & CSS colors Inserted Throughout (Won't look like a Template site) - SSL Certificate Included! (if hosted with us) - Analytics Tracking Set-up - Fully Responsive (fluid for all tablets and mobile devices) - Cross-browser Compatible (Obsolete Versions of Internet Explorer Excluded) - Yoast SEO Plugin Installation - Blog feature - Social Media Integration - Collections & Archives - Events Calendar - Secure Donation features - Commerce Store - Robust Search Feature - Embedded AirTable functionality Research The first step is we need to thoroughly understand your business/organization, your project goals, your audience and their expectations and behavior, and how your website factors into all of it. We'll also look at the competitive landscape to establish context and benchmarks for how your site should function and then improve on that. This stage will give us the foundation for moving forward with just the right recommendations for the design and development of your new responsive website. Design Once we're armed with this information, we'll set to work sketching	1	11,250.00	11,250.00

out interface layouts for up to 3 different views, including the home page, sub page, the blog template, and any additional templates needed. Wireframes look like simple skeletons of your website without the visual polish of the finished design, allowing us to experiment and iterate on solutions quickly so that we have a good sense of how content should be laid out across different screen sizes.

We recommend having all of your content ready by this stage which will inform the design and make it faster to load the initial content on the development server so content doesn't hold back the launch. If you won't be able to provide professionally written content by this stage we recommend having our in-house copywriter create the content for you.

Next we'll design high-fidelity comps that show what the final designs will look like on desktop, tablet, and smart-phone screen sizes, providing up to two rounds of revisions on the design.

Development

Next we'll set to work making your design a reality by building the site using standards-based technology. We'll build the front-end templates in HTML5, CSS, and use JQuery for simple behavior and effects like animations and form validation.

WORDPRESS THEME DEVELOPMENT (if in-house content updates are necessary)

We recommend WordPress as your content management system (CMS) so you can update the content yourself. WordPress is the most popular open-source CMS in the world and has thousands of developers constantly improving it and contributing plugins to extend it's functionality.

We'll install WordPress on our server (or a server of your choice) , set up the admin panel for you and then create a custom WordPress theme that will mirror the design we created for you.

Testing

We'll test the website in a variety of browsers, including Safari, Chrome, Firefox and Edge. We'll also test the responsive design on iPhone and Android devices. We'll test the functionality of the site to ensure there are no errors or broken links and then hand it over to you for review on a test server.

You'll have two rounds of minor revisions or tweaks to the sites, and then we'll launch.

Launch

Once you've tested the website and are happy with its functionality, we'll make the WordPress theme live on your website and point your domain over to the new site!

		QTY	RATE	AMOUNT
Website Development – Timeframe Timeframe		1	0.00	0.00

To complete the work outlined in the project scope, we'll need approximately 6-8 weeks from beginning to end, depending on when we receive feedback at each milestone. Upon signing the proposal and receiving the deposit, we are prepared to start work immediately.

Present mockups/Receive content: Weeks 2-3

DATE	ACTIVITY	QTY	RATE	AMOUNT
	Code HTML/CSS templates: Weeks 3-4			
	Back-end development / Testing & review: Weeks 4-6			
	Deployment to live site: Week 6-8			
	*Development timeframe progress contingent on client's ability to provide approval of renderings, content, graphics, approval of development format, overall timely feedback			
	*Further needed design time is $140 per hour billable			
	"Standard" Managed WordPress Hosting "Standard" Monthly Website / WordPress Hosting BILLING ANNUALLY FROM DATE OF LAUNCH	12	75.00	900.00
	INCLUDES: - Managed WordPress Hosting - SSL Certificate - 24-hour Website Back-ups - Daily Security Scanning - WordPress Software Updates PLUS: - 30 minutes of Content Edits and/or Consultation Per Month - Plugin Updates (recommended for security and intended theme functionality).			
	DISCOUNT Non-Profit Website Development DISCOUNT for non-profit organization	1	-2,250.00	-2,250.00

TOTAL **$9,900.00**

Accepted By

Accepted Date
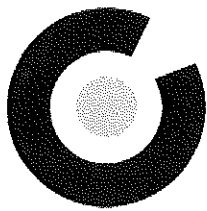
Catalyst Visuals, LLC
164 Christina Landing Drive
Wilmington, DE 19801

ADDRESS
Vicki Scott
Arden Craft Shop Museum, ACSM

PROPOSAL #	DATE	EXPIRATION DATE
3493	03/31/2022	04/07/2022

DATE	ACTIVITY	QTY	RATE	AMOUNT
	Video - Production	4	175.00	700.00
	Promotional / Explanation Video Production:			
	~ FILMING: Half Day ~			
	This includes:			
	- Integration of existing Logo/Brand materials			
	- Integration of existing images/graphics			
	- Integration of subject matter/text/call-to-action, based on client direction & goals			
	- Standard dummy script for planning (with client direction)			
	- Strategically-selected audio (for background and transitions)			
	- Half Day Shoot for Filming (on-scene...single location) - For B-roll, Interviews, or any other necessary footage			
	Video Production - Promotional	3	140.00	420.00
	STANDARD HOURLY FEES APPLY			
	~ EDITING ~			
	This includes:			
	- Integration of existing Logo/Brand materials			
	- Integration of existing images/graphics			
	- Integration of subject matter/text/call-to-action, based on client direction & goals			
	- Standard dummy script for planning			
	- Strategically-selected audio (for background and transitions)			
	- 3 Hours of Professional Editing			
	- Delivery in all necessary file formats for web and social media			

TOTAL   **$1,120.00**

Accepted By   Accepted Date

Catalyst Visuals, LLC
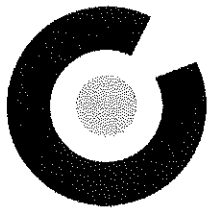164 Christina Landing Drive
Wilmington, DE 19801

ADDRESS
Vicki Scott
Arden Craft Shop Museum, ACSM

PROPOSAL #	DATE	EXPIRATION DATE
3494	03/31/2022	04/07/2022

DATE	ACTIVITY	QTY	RATE	AMOUNT
	Video - Production Promotional / Explanation Video Production: ~ FILMING: Full Day ~ This includes: - Integration of existing Logo/Brand materials - Integration of existing images/graphics - Integration of subject matter/text/call-to-action, based on client direction & goals - Standard dummy script for planning (with client direction) - Strategically-selected audio (for background and transitions) - Full Day Shoot for Filming (on-scene...single location) - For B-roll, Interviews, or any other necessary footage	8	150.00	1,200.00
	Video Production - Promotional STANDARD HOURLY FEES APPLY ~ EDITING ~ This includes: - Integration of existing Logo/Brand materials - Integration of existing images/graphics - Integration of subject matter/text/call-to-action, based on client direction & goals - Standard dummy script for planning - Strategically-selected audio (for background and transitions) - 3 Hours of Professional Editing - Delivery in all necessary file formats for web and social media	3	140.00	420.00

TOTAL **$1,620.00**

Accepted By   Accepted Date

Pennant

The Arden Craft Shop Museum Website Estimate

Scope of Work

The Arden Craft Shop Museum (ACSM) is located in the Ardens, a group of single-tax communities in Delaware. This small non-profit seeks to educate the public about the Ardens' history and the influence that theater, craftsmanship, and the arts have played in this unique tight-knit community. They are looking to update their website to allow more visitors to experience the artifacts and exhibits that ACSM displays not only in the physical museum, but also online with virtual 3D exhibits and extensive collections of artifacts. An updated website that is easy for volunteers to maintain would assist ACSM in further accomplishing their mission while also meeting the goal of expanding their overall visitors, online and in-person.

Website and Brand Strategy Lineup

Includes - Project management, Brand Strategy Lineup discovery sessions, content refresh, built on wordpress backend with SEO optimization. This also includes training on the Wordpress backend once the site has launched.

Pages/sections include: Home, About, Blog, Visit, Calendar, Exhibitions, Support Us, Rentals, Store, Cart (e-commerce), and others TBD by Brand Strategy Lineup with specific understanding of the main users for this site.

Description of process - The site will be planned via the Brand Strategy Lineup, then content and copy will be curated and organized in collaboration with the ACSM team. After this is complete, we will confirm a sitemap, then the look and feel of the to be developed website will be translated to a static mockup to be reviewed and approved before building a draft of

the new website on a private development platform, there will be 2 rounds of revisions before confirming the final website for launch.

Timeframe - Start in Fall 2022 - Launch in January 2023 (this is flexible and subject to change based on needs of ACSM – project will take approx 4-5 months)
Cost Estimate: $10,000

Branded photography/video
Includes - Coordinated via a sub-contractor of Pennant Creatives, LLC. TBD by findings of Brand Strategy Lineup. Will produce some combination of quality branded photography and one branded promo video. Editing of this video and potential video editing from other footage taken by ACSM volunteers. Storyboard/strategy for photos and video will be signed off from ACSM before filming, photography, and production occur.

Timeframe - Start in late Summer 2022 - complete by November 2022 (in conjunction with website project).

Cost Estimate: $5,000

Total: $15,000

Website Maintenance pack (optional)
$200.00 a month

Description - Updating plugins, theme, and wordpress

10 hours of work per 6 month time span -- includes copy and content updates

Pennant

New functionality via plugins or limited custom development (if the feature surpasses the 10 hours allotted we can estimate the extra hourly cost).